connecting the DBS subscriber station to a first Internet interface;

connecting a DBS server to a second Internet interface;

providing respective full-time communication paths between the first and second Internet interfaces and an Internet Service Provider (ISP);

transmitting a query message over the Internet from the DBS server to an Internet Protocol (IP) address associated with the DBS service subscriber's station; and

enabling the service subscriber's station to receive the query message and to respond to the query message by sending back statistics accumulated by the service subscriber's station, the statistics being related to broadcasts viewed by the service subscriber.--

--23. A method of monitoring a Direct Broadcast Satellite (DBS) service subscriber's station as claimed in claim 22 wherein the query message is sent at regular intervals.--

--24. A method of monitoring a Direct Broadcast Satellite (DBS) service subscriber's station as claimed in claim 22 wherein the query message is sent continuously regardless of whether a response is received to any particular query message.--

--25. A method of monitoring a Direct Broadcast Satellite (DBS) service subscriber's viewing habits, comprising the steps of:

collecting information respecting the subscriber's viewing habits at a subscriber station through which the subscriber accesses DBS content; and

transferring the information to a DBS data collection point having a connection to the Internet using a full-time communications path established between the

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~~subscriber station and an Internet Service Provider (ISP).--~~

--26. A method as claimed in claim 25 wherein the information collected comprises:

a time when the subscriber station is turned on;

a channel to which the station is tuned;

a time and channel identification each time a channel being viewed is changed to another channel;

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a time when sound muting is applied to the subscriber station;

a time when the sound muting is canceled; and

a time when the subscriber station is turned off.--

--27. A method as claimed in claim 26 wherein the information is reported to the DBS data collection point by the subscriber station in real-time.--

--28 . A method as claimed in claim 26 wherein the information is reported to the DBS data collection point by the subscriber station on a periodic basis.--

--29. A method as claimed in claim 28 wherein the periodic basis comprises regular predetermined time intervals.--

--30. A method as claimed in claim 28 wherein the periodic basis comprises the collection of a predetermined amount of information.--

--31. A method as claimed in claim 26 wherein the subscriber station posts the information to a World Wide Web page and the data collection point retrieves the information from the World Wide Web page on a periodic basis.--

--32. A method as claimed in claim 26 wherein the subscriber station transfers the information to the data collection point in response to query message received

from the data collection point via the Internet.--

--33. Apparatus for monitoring the viewing habits of a Direct Broadcast Satellite (DBS) subscriber, comprising in combination:

a DBS subscriber station, the DBS subscriber station being adapted to collect information related to the viewing habits of the DBS subscriber, the DBS subscriber station being further adapted to support a full-time connection to the Internet; and

a DBS provider data collection point adapted to receive and store the information related to the viewing habits of the DBS subscriber, the DBS provider data collection point being further adapted to support a full-time connection to the Internet.--

--34. Apparatus as claimed in claim 33 wherein the DBS subscriber station is adapted to send the information to the data collection point through a full-time connection to the Internet on a periodic basis.--

--35. Apparatus as claimed in claim 34 wherein the DBS subscriber station is adapted to send the information to the data collection point in real-time in response to a subscriber viewing event.--

--36. Apparatus as claimed in claim 35 wherein the DBS subscriber station is adapted to send the information to the data collection point after a predetermined amount of information is collected.--

--37. A subscriber station for a Direct Broadcast Satellite (DBS) system, comprising:

means for monitoring subscriber controlled functions of the subscriber station and

storing information related to the control of subscriber controlled functions by a party operating the subscriber station;

means for forwarding the information to a DBS provider data collection point via a full-time connection to the Internet.--

--38. A Direct Broadcast Satelliete (DBS) provider system, comprising:

a data collection point for collecting and storing information related to the viewing habits of subscribers that subscribe to DBS service provided by the DBS provider system, the data collection point supporting a full-time connection to the Internet to enable the information to be received from subscriber stations adapted to collect and send the information via the Internet.--

--39. A DBS provider system as claimed in claim 38 wherein the data collection point is further enabled to periodically send a query via the Internet to the subscriber station to prompt the subscriber station to send the information to the data collection point via the Internet.--

--40. A DBS provider system as claimed in claim 38 wherein the data collection point is further enabled to access a World Wide Web page where the subscriber station stores the information related to the viewing habits of the subscriber and to retrieve the information from the World Wide Web page via the Internet.--